

County Snapshot

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Napa County is centrally located in the North Bay Area of California. The county remains primarily agricultural, confining most commercial and residential development to the existing cities. Its most prominent geographic feature is the Napa Valley, which is one of the most famous and productive wine regions in the world.

A projected population of 157,900 by 2020 will amount to an increase of 24.3 percent over the next twenty years. Napa County's major cities are Calistoga, St. Helena, Yountville, and Napa.

The 1999 annual average civilian labor force for Napa County was 63,100 with an unemployment rate of 3.3 percent. This is significantly lower than the state's unemployment rate of 5.2 percent.

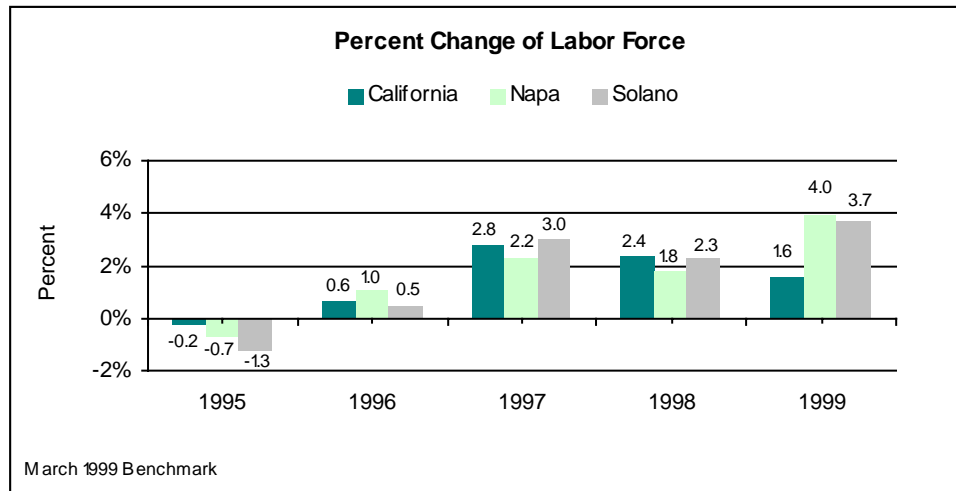
Services is the largest industry in the county, accounting for 27.8 percent of total employment. Another significant industry, retail trade, accounts for 17.0 percent of employment, with numerous jobs available in the eating and drinking places sector. Manufacturing makes up 16.3 percent of the total followed by government at 15.6 percent.

Most of the jobs in Napa's future nonfarm wage and salary employment will be in the trade, services, and manufacturing industry sectors. Trade, one of the fastest growing industries, is projected to add 3,700 jobs by 2002, with most of the job growth in the retail trade sector. Manufacturing is projected to grow by 36.6 percent followed by services with 3,300 new jobs, a growth of 23.7 percent.

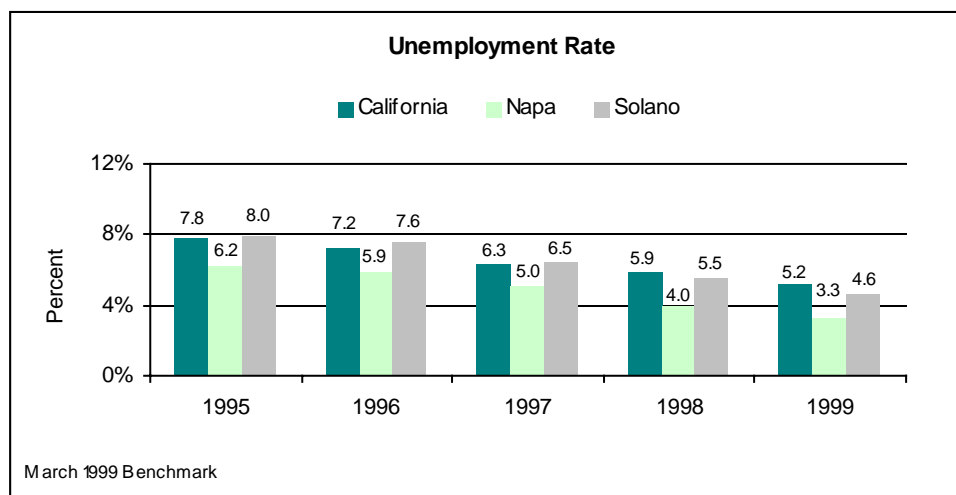
The local labor market conditions in Napa County have been improving steadily over the last five years. The county continues to record job growth and lower unemployment rates.

LABOR FORCE

Napa County's civilian labor force posted a substantial 4.0 percent growth rate in 1999 compared to 1.6 percent growth for the state. In neighboring Solano County, a positive growth trend began in 1996 and peaked at 3.7 percent growth in 1999.

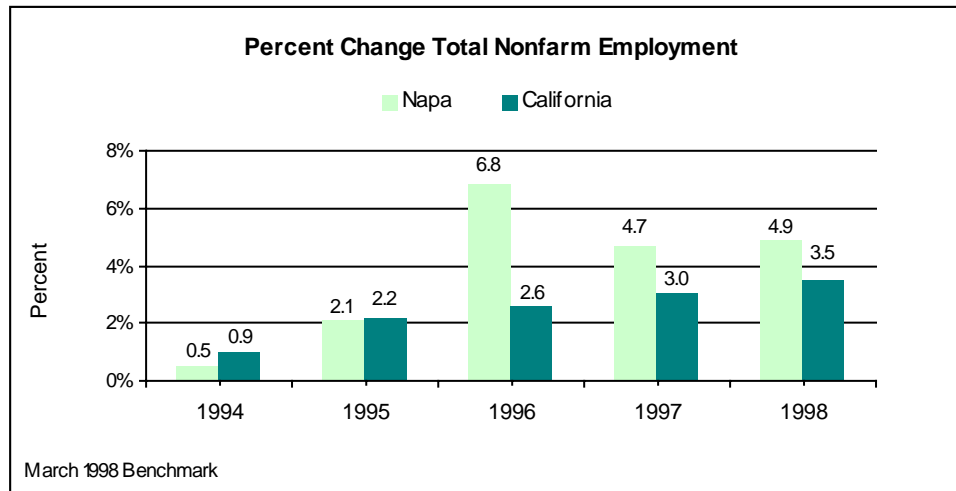


Since 1995, the unemployment rate for Napa County has been consistently lower than that for the state. The rate continues to decline and dipped to a low of 3.3 percent in 1999 compared with 5.2 percent for the state. Solano County's unemployment rate dropped to 4.6 percent in 1999, down from a high of 8.0 percent in 1995.

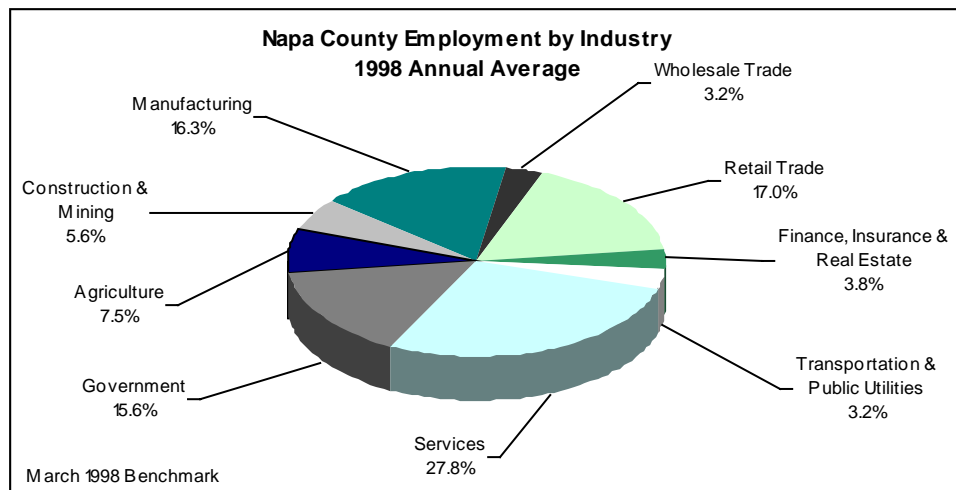


INDUSTRY EMPLOYMENT

Napa County nonfarm wage and salary employment has shown consistent growth since 1994. Payroll employment in 1998 grew by 2,400 or 4.9 percent. Manufacturing accounted for a majority of the growth with nondurable goods being the dominant component.



In 1998, Napa County employment was dominated by the services, retail trade, and manufacturing sectors. During the forecast period of 1995 to 2002, projections for this area indicate that trade, services, and manufacturing will account for 85.7 percent of the 11,200 job growth.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Napa County is projected to have many employment opportunities in the high turnover occupations.

Associated Occupations	MANUFACTURING 1995-2002 Projected Growth 36.6%
	Food Service Workers, NEC – 300 job openings. Calls to cooks and verifies food orders in drive-in restaurant or restaurant specializing in fast service; reviews order for accuracy and tabulates check; may prepare and cook foods that can be completed in short time. Short-term on-the-job training. Median Hourly Wage - \$7.90
	Misc. Helpers, Laborers – Hand, NEC – 230 openings. Perform a broad array of helper and laborer jobs that require little training; assist more skilled production, construction, operating and maintenance workers with routine, physical work under close supervision. Short-term on-the-job training. Median Hourly Wage - \$11.16
	Machinery Maintenance Mechanics, NEC – 130 job openings. Repair and maintain the operating condition of production and processing machinery. Long-term on-the-job training. Median Hourly Wage \$ 20.72
	Packaging and Filling Machine Operators and Tenders – 120 job openings. Operate or tend machines such as filling machines, casing running machines, ham rolling machines, preservative filling machines, baling machines, wrapping and stuffing machines to prepare industrial or consumer products as end products or for storage and shipment. Moderate-term on-the-job training. Median Hourly Wage - \$10.59
Associated Occupations	Salespersons, Retail – 90 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.93
	RETAIL TRADE 1995-2002 Projected Growth 36.3%
	Salespersons, Retail – 440 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.93
	Cashiers – 410 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$6.84
	Waiter and Waitresses – 310 job openings. Serve food and drink to customers. Duties may include explanation about how the meal is prepared, wine recommendations or simple food preparation at the table. Short-term on-the-job training. Median Hourly Wage – \$5.91
Associated Occupations	Combined Food Preparation and Service Workers – 180 job openings. Do both food preparation and food service. Short-term on-the-job training. Median Hourly Wage - \$6.39
	Food Preparation Workers - 150 job openings. Keep kitchen work areas clean and orderly; keep restaurant equipment and utensils clean, move supplies and wash dishes, trays, pots and pans used in cooking and serving. Short-term on-the-job training. Median Hourly Wage - \$6.66
	SERVICES 1995-2002 Projected Growth 23.7%
	Maids and Housekeeping Cleaners – 200 job openings. Perform any combination of tasks to maintain rooms in commercial establishments, such as hotels, restaurants and hospitals, in a clean and orderly fashion. Short-term on-the-job training. Median Hourly Wage –\$7.05
	Waiters and Waitresses – 120 job openings. Serve food and drink to customers. Duties may include explanation about how the meal is prepared, wine recommendations or simple food preparation at the table. Short-term on-the-job training. Median Hourly Wage – \$5.91
Associated Occupations	Janitors, Cleaners-Except Maids - 120 job openings. Keep buildings in clean and orderly condition; perform heavy cleaning duties such as operating motor driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. Short-term on-the-job training. Median Hourly Wage - \$7.73
	Secretaries, General – 100 job openings. Schedule appointments, give information to callers, take dictation, compose and type routine correspondence, read and route incoming mail, and file correspondence and other records. Post-secondary vocational education. Median Hourly Wage - \$12.23
	General Managers, Top Executives – 90 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$29.58

This **County Snapshot** is a product of:
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Labor Market Information Division
(916) 262-2162